

Fashion Merchandising Second Semester

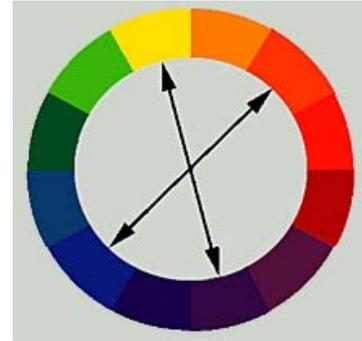
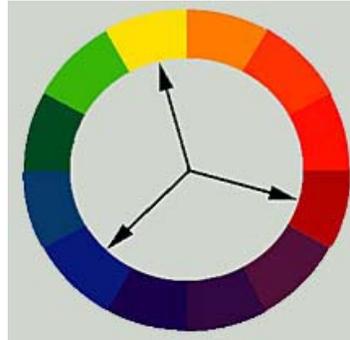
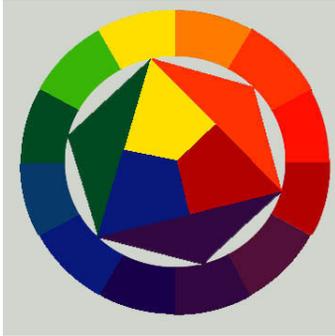
Utah State Office of Education
Curriculum



Standard 1

- The student will understand the basic elements of color
 - Identify symbolism for eight colors
 - Explain hue, value, and intensity
 - Identify the five basic color schemes
 - Identify the four elements of design
 - Identify the four personal seasonal coloring types
- Identify symbolism for eight colors
 - Red
 - Hot, dangerous, angry, passionate, sentimental, exciting, vibrant, aggressive.
 - Orange
 - Lively, cheerful, joyous, warm, energetic, hopeful, hospitable.
 - Yellow
 - Bright, sunny, cheerful, warm, prosperous, cowardly, deceitful.
 - Green
 - Calm, cool, fresh, friendly, pleasant, balanced, restful, lucky, envious, immature.
 - Blue
 - Peaceful, calm, restful, highly esteemed, serene, tranquil, truthful, cool, formal, spacious, sad, depressed.
 - Violet
 - Royal, dignified, powerful, rich, dominating, dramatic, mysterious, wise, passionate.
 - White
 - Innocent, youthful, faithful, pure, peaceful.
 - Black
 - Mysterious, tragic, serious, sad, dignified, silent, old, sophisticated, strong, wise, evil, gloomy.
 - Gray
 - Modest, sad, old
- Explain hue, value, and intensity
- Hue:
 - Is the name given to a color, such as red, yellow, green, or violet. It distinguishes one color from another
- Value:
 - Is the lightness or darkness of a color. The values of colors range on a gradation scale from almost white to almost black.
- Intensity:
 - Is the brightness or dullness of a color. Very strong, bright colors are said to have high intensity.
- Identify the five basic color schemes
 - Monochromatic color scheme
 - A one-color plan that uses different tints shades, and intensities. A navy blue pair of pants, with a light blue shirt is monochromatic. Same “color” different shades.
 - Analogous color scheme
 - Uses neighboring or adjacent, colors on the wheel. It is sometimes called a related color scheme since two or three “related” colors are used.

- Complementary color scheme
 - Uses opposite hues on the color wheel. Complementary colors are across from each other on the wheel
- Triad color scheme
 - Combines three colors equidistant on the wheel. Examples are red, yellow, and blue.



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- Identify the four elements of design
 - Color
 - Shape
 - Line
 - Texture
 - Identify the four personal seasonal coloring types
 - Winter
 - Spring
 - Summer
 - Autumn
 - Primary colors:
 - Red, yellow, and blue
 - Secondary colors:
 - Orange, green, and violet (purple). They are made by mixing equal amounts of two primary hues together.
 - Intermediate colors:
 - Result when equal amounts of adjoining primary and secondary colors are combined. (Yellow-green, red-orange...)
 - Neutral
 - White, black, gray
 - Accented Neutral
 - A color scheme that combines white, black, or gray with a bright color accent.

- Analogous
 - A color scheme using two or three adjacent or “related” colors on the color wheel
- Cool colors
 - Hues, such as green, blue, and violet, that serve as reminders of water or sky.
- Complementary
 - A color scheme using hues across from each other on the color wheel
- Hue
 - The name given to a color
- Intensity
 - The brightness or dullness of a color
- Monochromatic
 - A color scheme that uses different tints, shades and intensities
- Split-complementary
 - A color scheme that uses one color with the two colors on each side of its complement on the color wheel
- Value
 - The lightness or darkness of a color between almost white to almost black
- Warm colors
 - Hues, such as red, orange, and yellow, that appear to be hot like the sun or fire.

Standard 2

- Identify and provide a definition for each of the four principles of design
- Identify different textures and describe the visual effect for each.
- Identify and provide a definition for each of the principles of design
 - Color
 - Color is the most exciting design element. Color enables us to express ourselves
 - Shape
 - The shape of a garment is its form or silhouette. It is the overall outline.
 - Line
 - Line is a distinct, elongated mark as if drawn by a pencil or pen. Lines have direction, width and length. The three types of lines are straight, jagged, or curved.
 - Texture
 - Texture is the surface quality of goods. Fabric texture is how the fabrics surface feels and looks.
- Textures
 - Rough, smooth, dull, shiny, firm, crisp, fuzzy, bulky, soft, shaggy, flat, harsh, sheer, loopy, furry, scratchy, pebbly, delicate, sparkling, fine.

- Shape gives the
 - Impression of the size of the wearer
- If clothes are tight, they tend to make the person look
 - Overweight
- Vertical lines give the feeling of:
 - Dignity, strength, and poise
- When using diagonal lines:
 - The degree of their slant determines their visual effect
- The more elaborate the combination of lines in an outfit:
 - More attention will be drawn to the person wearing it



Shiny, delicate, sparkling, fine



Fuzzy, shaggy, **soft.**

- Different lines are combined in apparel design:
 - That create various predictable effects, through structural and decorative application, along garment edges and inside the edges of outfits
- When lines cross each other, which of the following occurs?
 - Attention is drawn to the area where they cross
- Texture may be described as:
 - The “character” of the fabric
- Shiny textures tend to:
 - Make the body look larger, emphasize body contours, and make the fabric colors seem lighter and brighter
- Added visual texture
 - Is printed onto the surface of fabrics or garments

Standard 3

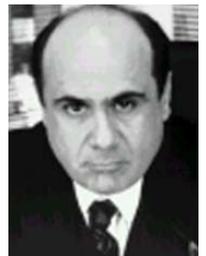
- Identify how each design principle can be used to enhance a person's figure
- Identify the seven most common body types and list clothing items to avoid, and items to choose when selecting clothing items.
- Identify how each design principle can be used to enhance a person's figure
 - Balance
 - Proportion
 - Emphasis



- Rhythm
- Balance
 - Balance implies equilibrium or steadiness among the parts of design. It is a visual distribution of “weight” in the way details are grouped.
- Proportion
 - Proportion is the spatial, or size relationship of all of the parts in a design to each other and to the whole. Proportion is sometimes called scale. The size of all the parts of an outfit should be related.
- Emphasis
 - Emphasis is the concentration of interest in a particular part or area of design. One part is more important or noticeable than all others. The emphasis is the focal point of the outfit.
- Rhythm
 - Rhythm is the pleasing arrangement of the design elements so the eye moves well over the apparel. Rhythm directs the flow of the eye movement steadily and smoothly through the lines and spaces of the design.
- Body types
 - Tall and thin
 - Avoid: tight, straight dresses, skirts, or pants. Tiny fabric patterns, frilly fashions, and bold verticals.
 - Wear: gathered or pleated skirts, flared or wide-legged pants, and horizontal stripes and seams.
 - Tall and Heavy
 - Avoid: loud prints, checks, plaids, and stripes.
 - Wear: subtle, and muted prints, and patterns in scale with the body. Pants should be straight.
 - Short and Thin
 - Avoid: bulky textures and large prints and plaids, large pockets, collars and cuffs.
 - Wear: bell, blouson, and flared silhouettes are good if they are not too wide. Shirtwaist dresses and business suits look good on short, thin people.
 - Short and Heavy
 - Avoid: two piece or two-colored garments that cut them in half visually. Tight garments, and horizontal lines.
 - Wear: vertical lines, empire, A-line, or narrow and straight silhouettes are good.
 - Top Heavy
 - Avoid: clingy or shiny fabrics on the top.
 - Wear: a dark colored top with a light colored bottom.
 - Thick Middle
 - Avoid: clingy styles and clothes with tightly fitted waistlines or belts.
 - Wear: smooth lightweight fabrics. Use vertical lines giving an upward direction toward the face.
 - Hip Heavy
 - Avoid: tight fitting pants or skirts as well as over-blouses or shirts that end at the hips.



Learned Bush in her own design made by Tommy Hilf for

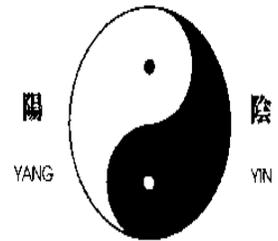


- Wear: skirts or pants should fit neither tightly nor with excessive fullness at the hips. Pants should not taper at the bottom. Use light, bright, or printed tops with dark, dull-colored skirts or pants
- Balance:
 - Implies an equilibrium, or steadiness, among the parts of a design. Is a visual distribution of “weight” in the way details are grouped. Produces a feeling of rest, or a lack of movement
- Proportion is:
 - The special relationship of all the parts in a design to each other and to the whole
- The design of a garment should:
 - Be related to the structure and proportion of the human body.
- Accessories should be in proportion to:
 - The garment and the body build of the wearer.
- Emphasis can be created with:
 - Contrast of texture or color, structural lines and decorative trimmings, and an unusual shape of an area of contrasting design outline.
- Gradation:
 - Is sometimes called progression
- In apparel, we should strive to emphasize or accentuate our:
 - Assets
- To determine your body type:
 - Do a self-evaluation or analysis of your body.

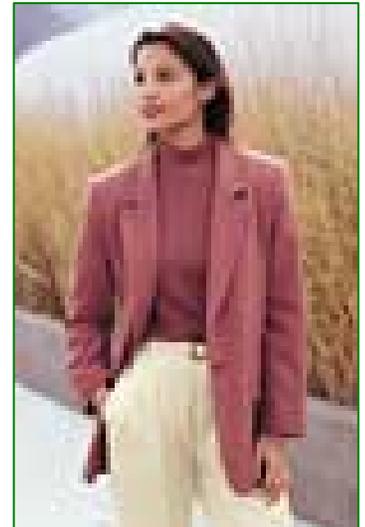
Standard 4

- Explain why the image you project is important
- Identify Yin and Yang Traits
- List factors that help you choose apparel that is “right” for you.
- Identify three benefits of wearing clothing that is “right” for you.
- Explain why the image you project is important.
 - The image you project is what people see when they look at you and remember about you later
 - The way you dress is a big part of your image. Personal attractiveness, to give the best possible image, requires some effort. To look good, you do not need to be handsome or beautiful, you need good personal grooming, and clothes that fit and flatter.

- Identify Yin and Yang traits
 - Yin and yang traits combine personality and physical characteristics. They are described in ancient Chinese cosmology
 - Yin represents the passive, timid and delicate elements of personality. Dominantly yin people are submissive, mild, and fragile.
 - Yang represents the active, rugged elements of personality. Dominantly yang people are forceful, aggressive, and strong.



- List factors that help you choose apparel that is right for you.
 - Your lifestyle
 - Your lifestyle is made up of all the activities you do and the places you go.
 - Your climate
 - Different climates create different clothing needs.
 - Your community standards
 - Community standards influence the appropriateness of certain clothing. There are different standards of dress in different parts of the country and world.



- Identify three benefits of wearing clothing that is right for you.
 - You can project your best self image
 - You can save money
 - You can gain flexibility

- To give the best image, your clothes should:
 - Fit nicely, without being too tight or too loose; flatter your physical assets; be neat, clean and in good repair.



- If we dress very differently from others, we express
 - Our individuality
- Clothes are an outward expression of:
 - How you feel about the world around you; how you feel about yourself; how you want others to see you.
- Yin and Yang qualities are represented by:
 - A circle divided in half by a shaped, curved line.
- Yang forces are represented in apparel with:
 - Straight lines and minimum of detail
- An impression is:
 - A feeling or a reaction
- The right apparel for individuals is:
 - Correct for their lifestyle, climate, and community standards of dress.
- You should be aware of your activities, so your apparel is:
 - Geared to your lifestyle

- Dressing for the job means:
 - Wearing the right type of clothes for the work to be done.
- A well-planned wardrobe enables you to:
 - Project your best self-image, save money, and gain flexibility.

Standard 5

- Identify steps involved in taking an inventory of your wardrobe
- Identify eleven accessory items that can help complete outfits in a wardrobe
- Name three useful ways of disposing of clothing that you no longer wear.
- Identify three examples of wardrobe extenders.
- Identify the steps involved in taking an inventory of your wardrobe
 - An inventory is an itemized list of what you have.
 - List all garments and accessories from your closet or drawers by category.
 - Describe the garment, its condition, whether you like it or not, and the action to take with the garment (keep it-or throw it out).
- Identify eleven accessory items that can help complete outfits in a wardrobe
 - Use accessories to your advantage. The accessories you choose should be in proportion to your frame.
 - Footwear
 - Handbags
 - Headwear
 - Belts
 - Scarves
 - Neckties
 - Handkerchiefs
 - Jewelry (fine jewelry-costume jewelry)
 - Eyewear
 - Gloves
 - Hosiery
- Name three useful ways of disposing of clothing that you no longer wear.
 - Most old garments may be modified to reflect current trends
 - Give the clothes to friends or relatives
 - Give the clothes to charities
- Identify three examples of wardrobe extenders
 - Extenders are less expensive garments and accessories that can expand your wardrobe.
 - Versatile pieces that can “extend” a wardrobe include:



A necklace is an excellent accessory

- Slacks of an unusual texture, shirts with interesting trims, patterned or quilted vest, or a brightly colored turtleneck.
- A wardrobe inventory should include:
 - A list of all the apparel items in your closet, drawers, dirty clothes hamper, and at the cleaners; A description of the style, color, and fabric of each item
- Before returning your inventoried clothes to their places, you should:
 - Wipe dust from your closet and drawers
- Clothing needing repairs or cleaning:
 - Are probably worth saving but need attention before they can be worn.
- Most people have many wants
 - But only a few needs
- A good use of accessories:
 - Extends your mix-and-match wardrobe; makes your appearance look finished for a fashionable “total look”; includes having appropriate items for different outfits and occasions
- Your basic apparel should:
 - Not have faddish details or extreme silhouettes
- Jackets and coats should:
 - Be neutral hues or low values of your best colors
- Season-less clothes:
 - Can be worn during most of the year
- A wardrobe plan helps you plan for:
 - Several apparel items that will gradually pull together your existing wardrobe.
- Small clothing expenses are:
 - Continuous for clothing upkeep and low cost extender and accessory purchases.

Standard 6

- Identify items that can be listed on a hangtag or label
- Define the following terms:
 - Flammable Fabrics Act
 - Fur Products Labeling Act
 - Permanent Care Labeling Rule
 - Textile Fiber Products Identification Act
 - Wool Products Labeling Act
- Identify three advantages of gathering information before shopping.
- Identify the four kinds of information that must appear on labels of all textile products sold in the united states.

- List specific points to check when judging the quality of a garment.
- List five characteristics of high-quality garments
- Identify ways of paying for a purchase and list advantages and disadvantages of each
- Define the following terms:
 - Credit Rating
 - Debit Card
 - Overdrawn
 - 30-day Charge Account
 - Truth-in-Lending Law
- Identify items that can be listed on a hangtag or label.
 - Hangtags are a form of advertising or promotion to help sell products.
 - Information about performance features, reinforced pockets, adjustable button cuffs, and reversibility is usually provided on hangtags.
- Define the following terms:
 - Flammable Fabrics Act
 - Has flammability or burning, standards for fabrics and clothing. It is especially concerned with children's sleepwear.
 - Fur Products Labeling Act
 - Requires that clothes with animal fur have labels that lists the animal or animals that produced the fur. It must also tell if the fur has been bleached, dyed or otherwise treated. It must also tell the country of origin for imported furs.
 - Permanent Care Labeling Rule
 - Requires manufacturers to attach clear and complete permanent care labels to garments. They must give clear and complete instructions for care and maintenance of the items.
 - Textile Fiber Products Identification Act
 - Requires labels to tell what fibers are in textile products
 - Wool Products Labeling Act
 - The law requires labels to specify the percentage of each type of wool in the fabric.
- Identify three advantages of gathering information before shopping.
 - The more you know before you go out to buy, the better your purchasing decisions will be.
 - Read fashion magazines, and newspapers to learn about the new silhouettes, colors, and fabrics. Fashion photographs illustrate how garments and accessories are being combined into outfits.

- Identify the four kinds of information that must appear on labels of all textile products sold in the United States
 - The fiber content
 - Country of origin
 - Care information
 - The manufacturer or distributor

- List specific points to check when judging the quality of a garment.
 - The fabric
 - The cut
 - Stitching
 - The hem
 - Reinforcements
 - Zipper
 - Fasteners
 - Buttonholes
 - Collars
 - Lapels
 - Waistbands
 - Pockets
 - Lining
 - Trimmings and decorations

- List five characteristics of high-quality garments
 - The fabric should be of an even weave and knit
 - The cut should use ample fabric so it does not look skimpy
 - Attention is paid to construction details-plaids match plaids and stripes at seams
 - Linings are color coordinated with the fabric
 - Fasteners are secure and are located so no gapping or pulling occurs

- Identify five ways to check the fit of a garment when trying it on.
 - There is only one way to check the fit of a garment, and that is to try it on.
 - Know and use your measurements
 - Wear the underclothes and shoes that you will wear with the garment
 - Look at all views in the dressing room mirror
 - Move around to check the feel and look of a garment
 - Check shoulder length and neckline

- Identify five ways of paying for a purchase, and list advantages and disadvantages to each
 - Cash

 - Check

 - Debit Card

 - Layaway

 - Credit

- Define the following terms:
 - Credit Rating:
 - Having a good credit rating means that you have a good record of paying your bills. A poor credit rating is caused by missing payments
 - Debit Card:
 - Similar to a credit card, but the money is automatically deducted as you use it.
 - Overdrawn:
 - Means you have written checks for more money than you have in your account.
 - 30-day Charge Account
 - Charge accounts that must be paid in full 30 days after the billing date.
 - Truth In Lending Law:
 - Consumers must be informed of the credit terms for charge accounts, installment contracts, and cash loans in uniform, easy to understand terms.

- To prepare ahead for your purchases you should
 - Make a list, gather information, and evaluate advertising

- Estimate costs of the needs on your shopping list by:
 - Studying catalogs and advertisements

- Planning ahead for your shopping
 - Gives you shopping confidence and reduces errors

- Consumer aids offer information put out by:
 - Fiber producers, pattern companies, fabric stores, and trade group associations.

- When deciding where to shop, consider:
 - Price versus quality and services; store locations and hours; types of merchandise offered.

- The purposes of advertising are to:
 - Sell and inform

- If you shop at the “top of the season,” which of the following is true?
 - There is a larger selection but the prices are usually higher.

- The best way to do serious shopping is to:
 - Do it alone or with a knowledgeable relative or close friend

- Consumers should behave correctly in stores by:
 - Using good shopping manners

- A registered number on a permanent label indicates the:
 - Identification of the “responsible party”

- In clothing, the best value is:
 - The highest quality of materials, construction, and fashion for the lowest price.

- Better quality clothes are more expensive:
 - But may be better value buys.

- High-quality garments have an extra button:
 - Of each size sewn inconspicuously inside the garment.
- Evaluate apparel purchases in terms of:
 - Good design and construction; durability of fabric and ease of care; suitability to you and your lifestyle.
- A shirt sleeve measurement is from the:
 - Back center base of the neck, across the shoulder, and down the arm around the bent elbow to the wrist-bone.
- If your top and bottom are different sizes:
 - It is probably best to wear separates most of the time.
- The garment industry uses uniform sizing:
 - But because each manufacturer uses different body proportions and amounts of ease, their garments fit differently.
- Private label brands can sell for less because:
 - Stores buy them in quantity and they are not advertised nationally.
- Designer labels are trademarks that:
 - Give status to the wearer; add to the retail price of the item; are usually a mark of quality.
- “Clearance” and “inventory” sales:
 - Clear out old stock to make room for new merchandise.

Standard 7

- Identify size categories for infants
- Identify the four size categories for toddlers
- Identify the size categories for young children
- List tips for selecting items for a travel wardrobe
- Identify size categories for infants
 - 3 months
 - 6 months
 - 12 months
 - 18 months
 - 24 months
 - 36 months
 - 48 months
 - Newborn
 - Small
 - Medium
 - Large
 - Extra Large



- Identify size categories for toddlers
 - 1T (25 lb)
 - 2Y (27 lb)
 - 3T (33 lb)
 - 4T (38 lb)

- Identify size categories for small children
 - 2 (20' Waist)
 - 3 (20' ½ Waist)
 - 4 (21' ¼ Waist)
 - 5 (22' Waist)
 - 6 (22' ½ Waist)
 - 6X (23' Waist)

- List three tips for selecting items for a travel wardrobe
 - Pack last what you will use first (to avoid unpacking from the bottom)
 - Stuff shoes with socks, belts, hose, or soft items
 - Layer to avoid wrinkling
 - Roll up non-wrinkling items

- Factors that influence the selection of baby clothes include:
 - Comfort, size, and price; fabric and garment construction; climate, time of year, and availability of laundry facilities.

- Extremely fuzzy fabrics in baby clothes
 - Can irritate the nose and throat.

- Most infants dislike clothing that has:
 - To be pulled over the head.

- Infant apparel sizes are based on:
 - A relationship of infant height and weight.

- Children's clothes are expensive and are outgrown fast, therefore:
 - They should fit but have features for growth.

- Clothing for preschoolers is sized:
 - By the trunk length

- Being well-dressed helps older people:
 - Maintain their self esteem; retain a greater interest in life; have a feeling of well-being.

- Maternity fashions are:
 - For pregnant women

- A travel wardrobe:
 - Is all the apparel a person takes on a trip.

- Plan your travel wardrobe around:
 - One or two basic colors that are becoming on you.

Standard 8

- List guidelines for the daily care of clothes
- List guidelines for the weekly care of clothes
- List guidelines for clothes storage
- List guidelines for the daily care of clothes
 - When dressing and undressing, be careful not to ruin clothes by snagging, ripping, or stretching them.
 - Place dirty clothes with dirty clothes, and care for worn clothes.
 - Fasten zippers and buttons of garments when they are on the hangar.
 - Don't fold skirts or dresses over hangers
 - Trousers should be hung upside down over a hangar
- List guidelines for the weekly care of clothes
 - Establish a weekly schedule for caring for clothes.
 - Monitor clothes for stain removal
 - Sew on loose buttons
 - Polish shoes, replace shoe laces
- List guidelines for clothing storage
 - Home storage areas should be neat and well organized.
 - Good use of storage will help your home look neat and will keep your apparel in its best condition
- Identify stain removal methods
 - Sponging: place the stained side down over a clean, dry absorbent material. Dampen another piece of absorbent material with water-then sponge lightly to remove the stain.
 - Hardening a substance like candle wax or gum makes it easier to remove.
 - Soaking it in water for about 30 minutes sometimes works
 - Do not use bleach on rust stains
 - Take garments to dry cleaners if you really want them cleaned
- It is recommended that you never:
 - Store clothing that is dirty
- Stains on manufactured fibers or permanent press fabrics:
 - Are hard to remove because the fibers do not absorb water.
- Before removing a stain, you should:
 - Check the garments label for care information; identify the stain; identify the fiber content of the fabric.
- Unidentified stains on washable fabrics:
 - Should first be treated with a pre-wash soil and stain remover.



- When working with stain removal products:
 - A clean, well lighted area with a hard work surface is needed; read the manufacturers directions and warnings; work in a well-ventilated area.
- Prepare clothes for laundering by:
 - Closing fasteners and emptying pockets.
- The laundry products you use should be compatible with:
 - Your laundry equipment; the hardness of your water; the fabrics in your garments
- Chlorine bleach
 - Can harm silk, wool, mohair, and spandex
- Laundering in cold water:
 - Saves energy costs
- Permanent-press fabrics should be laundered in:
 - Warm wash-cold rinse